WHAT IS CLAIMED IS:

1   1.   A method for using a computer system to create a presentation of
2   subject matter, the computer including a display screen, processor and user input device,
3   wherein the user input device controls a cursor on the display screen, the method comprising
4   generating a first screen display of the subject matter;
5   storing at least a portion of the first screen display along with the cursor
6   position at the time of storing;
7   generating a second screen display of the subject matter;
8   storing at least a portion of the second screen display along with the cursor
9   position at the time of storing;
10   displaying the stored portion of the first screen display along with a display of
11   both cursor positions; and
12   accepting signals from the user input device to allow manipulation of the
13   cursor position to specify cursor animation during playback of the presentation.
1   2. The method of claim 1, further comprising
2   accepting signals from the user input device to specify a cursor transition
3   during playback.
1   3. The method of claim 1, further comprising
2   accepting signals from the user input device to display text in association with
3   a screen display.
1   4. The method of claim 1, further comprising
2   compressing the presentation prior to playback.
1   5. The method of claim 1, further comprising
2   wherein the step of generating a first screen display of the subject matter
3   includes a substep of executing an application program to generate the first screen display.

1   6. An apparatus for creating a presentation of subject matter, the apparatus
2   comprising

3   a computer including a display screen, processor and user input device,
4   wherein the user input device controls a cursor on the display screen;
5   instructions for generating a first screen display of the subject matter;
6   instructions for storing at least a portion of the first screen display along with
7   the cursor position at the time of storing;

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8   instructions for generating a second screen display of the subject matter;

9   instructions for storing at least a portion of the second screen display along

10 with the cursor position at the time of storing;

11   instructions for displaying the stored portion of the first screen display along

12 with a display of both cursor positions; and

13   instructions for accepting signals from the user input device to allow

14 manipulation of the cursor position to specify cursor animation during playback of the

15 presentation.

1   7. A computer-readable media for directing a computer system to create a

2 presentation of subject matter, the computer including a display screen, processor and user

3 input device, wherein the user input device controls a cursor on the display screen, the

4 computer-readable media comprising

5   instructions for generating a first screen display of the subject matter;

6   instructions for storing at least a portion of the first screen display along with

7 the cursor position at the time of storing;

8   instructions for generating a second screen display of the subject matter;

9   instructions for storing at least a portion of the second screen display along

10 with the cursor position at the time of storing;

11   instructions for displaying the stored portion of the first screen display along

12 with a display of both cursor positions; and

13   instructions for accepting signals from the user input device to allow

14 manipulation of the cursor position to specify cursor animation during playback of the

15 presentation.

1   8. A method for including advertising in a presentation of information on a

2 computer, the method comprising

3   using an authoring program to generate a presentation for playback on a

4 computer system;

5   inserting a link to an advertisement source into the presentation; and

6   displaying an advertisement obtained from the advertisement source during

7 playback of the presentation.

1   9. The method of claim 8, wherein the advertisement source is an ad server

2 coupled, by the Internet, to a computer playing back the presentation.

1   10. The method of claim 8, wherein the advertisement source is in a file or

2 files associated with the presentation during playback on a standalone computer.

1   11. A computer-readable media for directing a computer system to include

2 advertising in a presentation of information on a computer the computer-readable media

3 comprising

4   instructions to allow using an authoring program to generate a presentation for

5 playback on a computer system; and

6   instructions for inserting a link to an advertisement source into the

7 presentation.